

INTRODUCTION

The faculty of the Extended campus of Embry Riddle Aeronautical University is pleased to present these papers for the eight annual symposium on teaching effectiveness. This annual symposium is conducted to share information and stimulate interest in research directed at teaching more effectively. Each year faculty of the University and other interested parties are invited to submit papers for consideration. The selection of papers for presentation and publication is a blind review by a jury made up of the Officers of the Faculty and members of the faculty Development Committee.

For the past several years the focus of the symposium has been on appropriate and effective use of technology in the classroom environment. This year we start a new thrust, exploring the enhancement of student skills. This symposium has the theme, *Enhancing Students' communications skills Throughout the Curriculum, in both the Live and Electronically Delivered Class*. Our next symposium, in November 2001, will focus on enhancement of critical thinking skills across the curriculum. All readers are invited to submit papers for consideration. A formal call for papers will be issued in January 2001. Questions may be directed to the Chairman, EC Faculty Development Committee.

The ability to communicate well in a variety of venues is one of the needs cited in almost every report of industry advisory bodies made to universities. Communication skills are often a principle diversifying factor between success and mediocrity or failure in many of life's endeavors. The Faculty of the Extended Campus has set as a goal maximizing students' opportunities to obtain critical review of communications skills development throughout their tenure as students.

Apologia: Due to a communication failure (appropriate for the topic) the initial call for papers was of very limited distribution. The subsequent call did not allow some potential participants sufficient time to prepare a paper for submission, thus we have an abbreviated offering this year. It is our intention to return to a format of more papers with the next symposium.

I am sure you will find the papers that follow informative.

S. Earl Wheeler, Ph.D, Chairman, Faculty Development Committee

Editor in Chief, *Earl Wheeler*

Production Editor and Production Manager, *Ann Fagan*

Symposium Arrangements and Facilities, *Lil Hickman*

Jury: *Dr. Alan Bender*
Dr. Ronald Clark
Dr. Vance Mitchell
Dr. James Schultz

Dr. Melvin Anderson

Dr. Anderson earned a BS in engineering from the University of Wyoming, an MS in Systems Management from the University of Southern California, and a Ph.D. in Higher Education Administration from the University of Denver. He served twenty years in the US Air Force as a fighter pilot, test pilot, project manager and systems safety engineer. Dr. Anderson has been teaching graduate management courses since 1977; he started teaching for ERAU in 1993. He is currently a full-time faculty member in Colorado Springs where he has taught courses in Operations Research, Finance, Accounting, Information & Technology Management, Business Policy & Problem Solving, Logistics, Research Methods & Statistics and Marketing

Dr. Gary Schornack

Dr. Gary Schornack, Faculty; graduate school of business and college of business. University of Colorado at Denver. - A specialist in marketing strategy, market planning, sales training and marketing communications. Schornack applies his experience to small business and corporations in the Rocky Mountain Region and the Midwest, mentor's senior executives, teaching senior managers and consulting on research and strategic marketing problems. Dr. Schornack is Co-Author of a strategic marketing plan software package and editor of a series of textbooks including: Advertising Practice, Retailing, Professional Selling, and Business Law. Dr. Schornack has conducted senior management seminars at Coors Brewing Company, U.S. West, and is known for his keynote motivational presentations at regional and national conventions.

Dr. Ronald C. Clark

Doctor Ronald Clark is an Associate Professor of Aeronautical Science with the Southwest Region of the Extended Campus of Embry-Riddle Aeronautical University. He is also the principal in Ron Clark and Associates, a consulting firm providing psychological and educational services, primarily in the aviation and aerospace industry. The **Center For Life Transitions** © and the **Aerospace Human Development Institute** © provide counseling & consulting applications. Doctor Clark's educational studies took him to Oklahoma State, Pepperdine and Nova universities, where he received degrees in Social Psychology, Counseling and Human Development. His psychological training includes work in Rational-Emotive Therapy, Group Therapy and Clinical Hypnosis. Since 1985, Doctor Clark has worked with America West Airlines, FarWest Airlines, the U.S. Army Arizona Air National Guard, and the Bechtel Corporation, among others, in providing CRM and flightcrew training services. He lectures extensively on human factors and classroom technology topics. CRM research interests include the effects of domestic stress on airline flying performance, the effective use of airline error management strategies, the utility of emotional intelligence in CRM training, and flightcrew human development.